



Subject card

Subject name and code	ENTREPRENEURSHIP AND CREATIVITY, PG_00061127						
Field of study	Management						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	second-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		e-learning		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		3.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship and Business Law -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Magdalena Popowska				
	Teachers		dr Magdalena Popowska				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	30.0	0.0	0.0	0.0	45
	E-learning hours included: 45.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	45		6.0		24.0	75
Subject objectives	Creates innovative organization management processes, demonstrating creativity and entrepreneurial activity						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W01] identifies in-depth the phenomena related to the field of study and the theories describing them and possible analytical methods		identifies the need to introduce innovative solutions to management systems and designs them using contemporary concepts		[SW1] Assessment of factual knowledge		
	[K7_U01] creates innovative solutions to complex and unstructured problems, taking into account the variability of the environment by synthesising information from many sources		manages the process of creating and implementing innovative solutions in the organization, taking into account changing conditions		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	Introduction Defining entrepreneurship and creativity Entrepreneurship in modern environment (i.a. young entrepreneurs, early stage entrepreneurial activity, intrapreneurship) Creativity in business - creative process, examples of creative business ideas Introduction to business idea generation and innovation Funding for young and early stage entrepreneurs (i.a. crowdfunding, start-ups, incubators) Trends in entrepreneurship Factors influencing success in business (finding competitive advantage of young entrepreneurs) Decision making and risk-management Real entrepreneur meeting and discussion Defining the concept of business model Business idea generation Brain storming and mind mapping Introduction to business model canvas Introduction to value map and customer profile Generating business ideas /business idea as a solution to an existing economic, social, problem/ Scanning environment for business opportunities /competitor analysis, external environment analysis, risk analysis/ Creating business model canvas for students' proposed ideas /i.e. customer segments, value proposition, channels, customer relations, revenue streams, key resources, key activities, key partners, cost structure/ Summary of the course and presentation of final projects						

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Business Model or Lean Canvas	60.0%	35.0%
	Description of the buyer persona	60.0%	20.0%
	Final Pitch of the idea	60.0%	15.0%
	Mind map for a project	60.0%	20.0%
	Moodboard for project	60.0%	10.0%
Recommended reading	Basic literature	Storey D., Greene F.J., Small business and entrepreneurship, Pearson Education 2010 Dion, D., Mazzalovo, G. (2016). Reviving sleeping beauty brands by rearticulating brand heritage, Journal of Business Research 69 (2016) 58945900 Donzé, P-Y., Wubs B. (2019). LVMH: Storytelling and organizing creativity in luxury and fashion, International Journal of Fashion Studies Volume 6 Number 1. Darpy, D., Lasri, S., Loupiac, P. (2019). ICICLE: international development of a Chinese eco-friendly fashion brand, CCMP Publishing	
	Supplementary literature	Kuratko D.K., Introduction to Entrepreneurship, International Students Edition, Cengage Learning, 2009	
	eResources addresses	Adresy na platformie eNauczanie: ENTREPRENEURSHIP AND CREATIVITY - winter term 2024/25 - Moodle ID: 28890 https://enauzanie.pg.edu.pl/moodle/course/view.php?id=28890	
Example issues/ example questions/ tasks being completed	Prepare a list of 10 business ideas that you will present during the brainstorming session Make a division of roles in the team Identify a social/market problem etc. that can later be solved with a business idea Draw a mind map regarding the given problem issue with an indication of areas that can be addressed later in the form of a business idea Complete the business model canvas form for your planned business idea		
Work placement	Not applicable		

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